

2022 UOT Pitch Calendar
January - June 2022



All story idea submissions are reviewed by the UOT's Public Relations team. Story ideas that meet our monthly headline criteria will be used in monthly headline pitches, proactive media pitching and as a resource for reactive media leads. In addition, submissions are shared with the larger UOT team and partner agencies.

Please submit all story ideas via [this form](#). *Note: stories submitted outside of the submission deadline will not be considered for media distribution.*

| MONTH | HEADLINE | SUMMARY / THOUGHT STARTERS | SUBMISSION DEADLINE |
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| January | The Journey Within: New Year, New You! | <p>SUMMARY: We are all ready to hit the "reset" button. Utah gives travelers the opportunity to tap into joy, relax and reset. Whether it's yoga surrounded by red rocks, seeing the milky way for the first time, indulging in the perfect apres ski treatment or simply choosing the scenic route home, Utah has it all.</p> <p>THOUGHT STARTERS: Wellness centered offerings. Unique Spa: use of local products, treatments inspired by/incorporating surrounding land or culture. Dark Sky: starry/moonlit programming or experiences. Solo/Couples Retreats. Meaningful Cultural Experiences. Healthy Eats. Healing power of nature.</p> | December 28, 2021 |
| February | Utah: Winter Olympic Capital of the World | <p>SUMMARY: Utah has a reputation when it comes to the Olympic Winter Games. Just because Utah's 2002 Olympic Winter Games are in the past doesn't mean that the Olympic spirit has been snuffed out. Athletes still train here, and ski schools at Utah resorts might be the start of a future medal-contenders career. Tackle a winter sport at some of the same places that starred alongside Olympians more than a decade ago.</p> <p>THOUGHT STARTERS: Unique winter olympic sports that can be added to your itinerary, where/how to watch olympians train, here's how to do "Utah Winter" from the perspective of a former US Ski Team athlete.</p> | January 14, 2022 |
| March | #SheTravelsUtah (Women's History Month) | <p>SUMMARY: Utah has a deep history with the women's suffrage movement, you may not know: women in Utah were first granted the right to vote in 1870, decades before statehood. Today, women in Utah are exploring, innovating and shaping the future of Utah. #SheTravelsUtah is all about that journey—the reinvigorating girls trip, the life-affirming wilderness adventure, the power to unite family and community through business and service—and so much more.</p> <p>THOUGHT STARTERS: Female business owners, adventure leaders and trailblazers exploring and shaping Utah. Ultimate girls trip experiences lead by female owners or leaders in the space.</p> | February 16, 2022 |

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| April | Utah: America's Dark Sky Capital (International Dark Sky Week: April 22-30) | <p>SUMMARY: With so much of the world in perpetual twilight, many of us never see a naturally dark night sky and thus we yearn to stargaze, losing ourselves in a Milky Way trance. But the beauty of astrotourism is that the experience allows for a deeper appreciation for the darkness and its positive effects on the environment, humans and our sense of place. Utah is home to some of the darkest skies on earth and currently leads the world in dark sky preservation. 24 accredited International Dark Sky places including all 5 of our Mighty 5® national parks, 10 state parks, and two towns. Star-gazing, astronomy programs, star parties, dark sky photography and many other activities allow Utah residents and visitors to enjoy the physical and emotional benefits of the night sky.</p> <p>THOUGHT STARTERS: Unique starry sky adventures, dark sky programming, events that coincide with moon phase, etc.</p> | March 18, 2022 |
| May | Summer Food & Culture Road Trips | <p>SUMMARY: Memorial Day Weekend kicks-off summer! There's no better way to celebrate than with a Utah road trip filled with the perfect mix of great food (and drink!), diverse landscapes and rich cultural experiences.</p> <p>THOUGHT STARTERS: unique culinary and arts/culture experiences travelers can enjoy throughout the state. Foodie events worth the stop, farm-to-table standouts, notable cultural celebrations, stellar crafters, hidden gems, flavorful adventures.</p> | April 15, 2022 |
| June | Immersive Utah Experiences for the Ed-Venturer | <p>SUMMARY: Utah "edventures" are everything you might imagine and more! Whether it's fly fishing in Provo Canyon, seeing the myths and stories told by the constellations above or a dinosaur discovery... unexpectedly exciting adventures are endless.</p> <p>THOUGHT STARTERS: From family to solo trips, travelers are seeking out experiences where they will walk away with new knowledge, a new skill, a deeper appreciation for the community they visited. Example: DINOS! Visitors of all ages from all over the world can have fun taking a step back in time, discovering one of the world's largest collections of dinosaur skeletons and exploring archeological dig sites.</p> | May 20, 2022 |

Headlines for July - December 2022 are subject to change.

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| July | Summer Mountain Escapes | October | Winter Like A Local (Winter Love) |
| August | Utah Gift Guide | November | Southern Utah Winter |
| September | Fall Foliage: Road Trips | December | Major 2023 News |